

**RALPH W. KETNER SCHOOL OF BUSINESS
CATAWBA COLLEGE**



**MGT 2902 INTERNATIONAL BUSINESS
FALL 2021
MONDAYS, WEDNESDAYS & FRIDAYS 1:00PM**

INSTRUCTOR: DR. JOANNA TRAMMELL

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OFFICE LOCATION: KETNER 325

OFFICE HOURS: MONDAYS 11AM-1PM, 2PM – 3PM; TUESDAYS 10AM-12PM, 1:15PM -2:45PM;
WEDNESDAYS 12PM-1PM; 2PM-3PM; THURSDAYS 10AM-12PM, 1:15PM -2:45PM; FRIDAYS 11AM-1PM

COURSE DESCRIPTION: International Business is a 3-semester hour course that focuses on the basic foundations of global business and how entrepreneurial firms deal with politics, laws, economics, cultures, ethics, and norms in foreign markets. These factors directly influence decision makers and internal entities involved in the business. Yet, domestic people and institutions may be indirectly affected by business activities and decisions of the foreign companies. Therefore, it is very crucial that students whose career paths are relevant to business regardless of the size or type of business understand the functions and impacts of international markets, trading and competition, and global issues.

TEXTBOOK: Peng, M.W. (2018). *Global Business*, 4th edition.
Boston, MA: Cengage Learning.

**YOU DO NOT NEED TO ACTIVATE THE MARKETING
COURSEMATE PRINTED ACCESS CARD.**

SUPPLEMENTAL MATERIALS: Students are required to check the Blackboard course site ([Blackboard.catawba.edu](https://blackboard.catawba.edu)) and Catawba email regularly. Additional materials for this course will be available in Blackboard.



COURSE GOALS:

1. Students will be able to analyze the role and impact of international business on national economic development.
2. Students will be able to understand how cultural and behavioral differences influence countries business practices, and how these differences can be addressed using appropriate strategies.
3. Students will be able to understand the international trade theory and how government and business decisions influence international trade.
4. Students will be able to assess the effects of current regional trade agreements and economic integration on developing countries.

GUIDELINE FOR COURSE REQUIREMENTS AND ASSIGNMENTS

This is a traditional course with regular lectures, homework assignments, case studies and essay exams. The course is organized around modules. Each module will have its own readings, assignments, activities, and assessment. All modules and related materials will be posted in Blackboard. During a fall semester a module will last approximately 2-4 weeks and will always end on Sunday at midnight.

The assessments and learning activities in the course are designed to help you meet the learning objectives and demonstrate your progress. Each assessment is directly related to one or more learning objectives, so that in the end your grade will be a reflection of how much you have learned in the course.

ATTENDANCE POLICY

The Catawba College catalog sets forth general guidelines for course attendance and participation. Those guidelines are incorporated into this syllabus. For example, in accordance with the college catalog, if a student misses more than an equivalent of 25% of the scheduled class meetings, a failing grade may be assigned for the course, regardless of performance on tests and other assignments. A student's absence may be excused when the absence constitutes an extenuating circumstance as defined by the College or due to representing the College in an athletic event, presentation, or travel on behalf of the College. **It is the student's responsibility to inform the instructor** of an absence in advance or as soon as reasonably possible if advance notification isn't possible. Students are responsible for all work which occurs in their absence.

TOTAL POSSIBLE POINTS

Individual Assignments	Points Possible	Due Week	Total Points
Writing Assignments & Class Activities & Reading Quizzes	Varies	Varies	200
Case Study Analysis x 2	100 each	Varies	200
Essay Exams x 4	100 each	Varies	400
International Event Presentation x 2	100 each	Varies	200
		TOTAL:	1000

Reading Assignments: All assigned chapters will be used as basis for class discussions. Students are expected to study the assigned readings before each class session.

Individual Assignments: These assignments will include hands-on application, completing essay and short answer questions, writing assignments, out-of-class practical activities, participation in discussion and other misc. activities. Assignments and activities will be available in every module based on the chapters we are covering in each module. Assignments and homework provided by the instructor will be assigned to provoke critical thinking and analysis that relate to the reading assignments and the class discussions. All assignments must be submitted through Blackboard. The points assigned to individual activities/assignments will vary

Case Study Analysis: A case study helps students learn by immersing them in a real-world business scenario where they can act as problem-solvers and decision-makers. The case presents facts about a particular organization. Students are asked to analyze the case by focusing on the most important facts and using this information to determine the opportunities and problems facing that organization. Students are then asked to identify alternative courses of action to deal with the problems they identify. There will be two case studies that students will analyze.

Reading quizzes: 10 quizzes (mostly multiple-choice objective questions) focused on the textbook readings and module materials. These are located in Blackboard and each will become available to students at the appropriate time of the semester.

Exams: Essay exams will test students' knowledge and understanding of the subject and skill in reading and writing. To be successful on an essay exam, students will have to come up with key course ideas and put them in their own words and to use the interpretive or analytical skills they've practiced in the course. Makeup exams will be given only when extenuating circumstances are present. In particular, foreseeable conflicts with due dates (e.g., interviews, participation in sport activities, religious observances) must be brought to Dr. Trammell's attention before the due date. You can have makeup **ONLY** when arrangements have been made **PRIOR** to the expiry date/time of exam.

International Event Presentation: Each student will be responsible for presenting two international current events during the semester. The current event presentation must involve an event that has occurred outside of the United States but affects the situation in the US. Each student will complete two presentations in the semester. The presentations will take place every Friday and the order of presentations will be established in the first week of class.

GRADING POLICY:

- **If you miss more than 12 classes (one-quarter of the total class meetings, excluding exams), you will be automatically assigned a failing grade.**
- **All assignments for this course must submitted electronically in Blackboard unless specified otherwise.** Assignments must be submitted by the given deadline. Extensions will not be given beyond the next assignment except under very extreme circumstances. **Assignments will not be accepted late.**
- **APA Style Required:** All assignments are to be submitted using APA style. Students are expected to demonstrate basic competence in writing in an APA format. If you are not

familiar with APA style, then you should visit The Writing Lab. Attention to detail is a life skill.

- All grades will be posted on Blackboard in order to allow students to track their progress in the course. Students are responsible for ensuring that all grades entered in Blackboard correspond with the actual grade received for the assignment. Students have 2 weeks to submit discrepancies in the grade to the instructor with proper documentation. Please do not wait until the end of the semester to dispute grades from the beginning of the semester.
- **Extra Credit Policy:** The instructor does NOT offer extra credit to individual students to make up for poor grade performance.
- Note: The instructor does NOT use a curve grading on any quiz or exam.
- Please note that the instructor reserves the right to change scheduled dates and assignments as the pace and the environment of the classroom dictate.

Missed Work Policy:

- Late permission must never be assumed. You are **REQUIRED** to contact the instructor **BEFORE** due dates if you have a reason for missing an assignment.
- All requests made that have as their reason the official reasons listed in the college catalog will be granted without penalty on the grade. Other requests are granted at the discretion of the instructor and partial credit or full credit will be given at the discretion of the instructor.
- No make-up exams will be given unless student has an approved excused absence. Excused absences include (a) personal illness with valid note from the doctor or the college's health service; (b) death or critical illness in your immediate family, with valid proof/documentation (c) participation in college sponsored activities, which must be discussed with instructor prior to the absence.

SCALE:

A	= 100-92 %	A-	= 91-90%		
B+	= 89-88%	B	= 87-82%	B-	= 81-80%
C+	= 79-78 %	C	= 77-72%	C-	= 71-70%
D+	= 69-68 %	D	= 67-62%	D-	= 61-60%
F	< 60%				

ACADEMIC INTEGRITY AND CLASS POLICY:

Honor Code

"As a member of the Catawba College Community, I will uphold the value of academic honesty that grounds our institution, and I will not lie, cheat, or steal."

Academic Dishonesty

"Academic dishonesty includes, but is not limited to, cheating, plagiarism, and lying about academic work. A student who submits the work of others, whether in whole or in part, without proper acknowledgment or permission, or who has falsified information within his own work, is in violation of the Honor Code, and is therefore subject to appropriate sanctions resulting from such a violation."

Class Policy

Students are expected to cooperate in maintaining a classroom environment conducive to learning. Courteous and respectful behavior will be expected from all students. **All cellular phones and other electronic devices should be turned off unless given explicit permission to use them as part of the educational process. No electronic devices are permitted during exams.**

If you need to use your laptop to “take note” or “access the course content” you will be required to submit a 1-page summary of the class lecture by the end of each class session.

COURSE CALENDAR & DUE DATES

Fall 2021 Calendar			
Dates	Module	Reading Schedule	Assignments
8/18-9/12	International Business Foundations	Chapters 1-4	Case Study, Reading Quizzes, Exam, Class Activities
9/13-10/3	Acquiring Tools	Chapters 5, 6 and 8	International Event Presentation, Reading Quizzes, Exam, Class Activities
10/4-10/24	Strategizing Around the Globe	Chapters 9, 10 and 11	Case study, Reading Quizzes, Class Activities, Exam
10/25-11/21	Building Excellence	Chapters 14 and 15	International Event Presentation, Class Activities
11/29-12/7	Final		Final Exam

Occasionally, changes to the syllabus or schedule may be necessary. Students will be notified of any changes to the syllabus or schedule.

ACADEMIC ACCOMODATIONS

Catawba College is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The purpose of the Academic Access Ability Office is to assist students with disabilities to realize their academic and personal potential. Students with disabilities who wish to request accommodations are to contact Daryl Bruner (drbruner16@catawba.edu) for an appointment. All requests for accommodations need appropriate advance notice by the student to avoid a delay in services.

THE WRITING CENTER

The Catawba Writing Center, in the Library Mezzanine, provides both face-to-face and online services to assist you with writing projects in all of your classes. Writing consultants, fellow Catawba students, are trained to help you with all stages of your writing process—brainstorming, drafting, research,

organization, editing, and revision. Upload a draft of your paper, the assignment sheet, and your questions/concerns when making an appointment. For more information about our services and/or to make an appointment, please visit our website: catawba.edu/writingcenter.

COMMON PROFESSIONAL COMPONENT:

Common Professional Component (CPC) Concepts:	Contact Hours
Summary of (CPC) Concepts:	
Functional Areas:	
Marketing	
Business Finance	
Accounting	
Management	5 hours
The Business Environment:	
Legal Environment of Business	
Economics	
Business Ethics	2 hours
Global Dimensions of Business	30 hours
Technical Skills:	
Information Systems	
Quantitative Techniques/Statistics	
Integrative Areas:	
Business Policies	
Comprehensive Integration	18 hours
Total Contact Hours	55 hours